



The Juniper Hotel & Bistro's New GM Looks to the Local Market and Sustainable Practices for Success.

Banff, Alberta April, 2010— Recently appointed as Banff's Juniper Hotel & Bistro's general manager, James Kendal has set his sights on wooing the local market as his top priority, while looking to partners like [Bullfrog Power®](#), Canada's 100 per cent green electricity provider, to help reduce his property's carbon emissions footprint.

Kendal comes to Banff with a 20 year hospitality career under his belt, including management stints in such properties as Relais & Chateaux's Aerie Resort, Ontario's Millcroft Inn & Spa, Fairmont's Jasper Park Lodge and most recently heading up the hospitality division at Quail's Gate Estate Winery in Kelowna, BC.

And it was while working at these destination hotels and experiences that Kendal fully realized the importance of creating relationships and a reputation with short haul markets that can drive business year round.

"Set at the base of Norquay Mountain, The Juniper is unique to any other hotel property in Banff, with its own distinct sense of place and I plan to create a hospitality experience that is not only welcoming, but simply feels good to visit – for a week, quick getaway or simply a meal," says Kendal.

The "feel good" hospitality, Kendal believes, will come from his and owner Peter Poole's strong commitment to sustainable practices and responsible tourism. This has led The Juniper to be the first hotel in Western Canada to bullfrogpower all of its electricity requirements with 100 per cent clean, renewable power.

In Alberta, Bullfrog's power comes exclusively from local wind power facilities that have been certified by Environment Canada under its EcoLogo^M program. Through the agreement, Bullfrog's generators inject wind power onto the regional grid to match the amount of power the Juniper Hotel & Bistro uses. The Juniper is also the first hotel property in Canada's National Mountain Parks to be approved by [Ocean Wise](#), the Vancouver Aquarium's rigorously monitored restaurant conservation program. Ocean Wise works directly with restaurants, markets, food services and suppliers to educate consumers about sustainable seafood issues.

These partnerships enhance the other "green" initiatives the hotel has undertaken, out of respect for its location not only in a National Park preparing to celebrate its 125th anniversary but also the land that surrounds it. Archaeological records show that The Juniper's location, set on a sunny bench with incredible views of the Bow Valley, was home to several ancient aboriginal sites.

Originally created as a highway hotel in the 1950's, in celebration of the opening of the TransCanada Highway, today The Juniper is the first hotel in North America to reflect **Art Eco design**, a term coined by the Banff based design team from [Arctos & Bird](#) as the perfect way to describe the reclamation, recycling and re-use that characterized the 2003-2004 restoration of the hotel.

Inspired by the way the hotel fit in so naturally into its surroundings, the team looked to the existing property to find materials to rebuild and enhance the hotel. For example, the rippled glass that graces the reception wall was found tucked away in a

mechanical room. The roof of one of the outbuildings yielded six pallets of re-usable slate. The mosaic floor in the lobby is made of stones from the old penthouse patio. The screen behind the Bistro's bar is made of recycled fir timbers, stacked as they would have been around the ancient kiguili dwelling that was originally on the site.

The Juniper Hotel & Bistro is also the first hotel in Banff to incorporate green roofs into its design. The drive through canopy, the lobby and ski and bike shed have green roofs which grow grass and plants. These roofs reduce storm run off, create sound barriers and add extra insulation that helps reduce energy consumption while helping to put more oxygen into the air.

"We are slightly off the beaten path to downtown Banff, and we offer a getaway that responsible travelers can feel good about visiting, thanks to our partners like Bullfrog Power and programs like Oceanwise," says Kendal. "We look forward to hearing from our guests in local markets in Alberta and BC on whether this makes a difference to their choice of accommodation. We hope it does and plan to keep refining and enhancing our eco-hospitality."

Summer getaway rates at The Juniper Hotel & Bistro begin at CDN\$160.00 if reserved by May 20, 2010. People may go to www.thejuniper.com or call 1.866.551.2281 for more information.

The Juniper Hotel & Bistro is an independently and locally owned Banff Hotel, managed by [Tepic Management Group](#). Tepic specializes in managing and marketing small to medium independent properties within Western Canada and the Pacific Northwest. The principal Tom Matthews and his team have over 50 years of hotel experience in Western Canada.

-30-

Media Contact:

Tartan Group, 250-592-3838 or 604-682-8811

Deirdre Campbell Deirdre@tartangroup.ca, Kate Rogers Kate@tartangroup.ca

For information on Bullfrog Power : 416-360-3464 ext. 206

Lucy De Oliveira lucy.deoliveira@bullfrogpower.com